

Rep Order# 9782266 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/02/2012 3:27 PM  
Last Received: 08/02/2012 3:21 PM  
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL  
Advertiser ( ) POLITICAL ISSUE GROU  
Product FLORIDA FIRST  
Estimate#  
Buyer MIKE MILLNER  
Phone#  
Fax#

*Mya*

Agency ( ) DAVID MILLNER GROUP  
701 ROSEDALE ROAD  
PRINCETON, NJ 08540  
Agency C/P1/P2/E  
Flight Dates 08/06/2012 - 08/12/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILLIPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW FLORIDA FIRST ORDER  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	7A-8A	GMA	:30	\$400.00	08/06-08/10	2	1	2	\$800.00	
	2	M-F	8A-9A	GMA	:30	\$400.00	08/06-08/10	2	1	2	\$800.00	
	3	M-F	12P-1230P	NEWS	:30	\$175.00	08/06-08/10	2	1	2	\$350.00	
	4	M-F	5P-530P	NEWS	:30	\$350.00	08/06-08/10	2	1	2	\$700.00	
	5	M-F	530P-6P	NEWS	:30	\$500.00	08/06-08/10	2	1	2	\$1,000.00	
	6	M-F	6P-630P	NEWS	:30	\$800.00	08/06-08/10	2	1	2	\$1,600.00	

---REPORT TOTALS---

Report Totals: 12 / \$5,250.00

---SALES MONTHLY TOTALS---

Aug 12: 12 / \$5,250.00

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Sales Totals: 12 / \$5,250.00  
Station Totals: 12 / \$5,250.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$52,500	CABL 0%	UNKN 90%	WBSV 0%	WFLA 0%	WFTS 0%
		WTOG 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 10%

---COMPETITIVE COMMENTS---

SHARES EST - WILL FOLLOW UP

Books null  
Demos RA35+

## CONTRACT



**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

And:

**DAVID MILLNER GROUP**  
**701 ROSEDALE RD**  
**PRINCETON, NJ 08540**

<u>Contract / Revision</u> 31217 /		<u>Alt. Order #</u> 09782266
<u>Product</u> <b>FLORIDA FIRST</b>		
<u>Contract Dates</u> <b>08/06/12 - 08/12/12</b>		<u>Est. #</u>
<u>Advertiser</u> <b>FLORIDA FIRST</b>		<u>Original Date / Revision</u> 08/03/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WWSB</b>	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 6087	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/06/12	08/10/12	Good Morning America	7-9a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$400.00			
N 2	7	08/06/12	08/10/12	Good Morning America	7-9a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$400.00			
N 3	7	08/06/12	08/10/12	ABC 7 News at Noon	12-1p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$175.00			
N 4	7	08/06/12	08/10/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$350.00			
N 5	7	08/06/12	08/10/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$500.00			
N 6	7	08/06/12	08/10/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$800.00			
<b>Totals</b>											<b>12</b>	<b>\$5,250.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/10/12	12	\$5,250.00	\$4,462.50
<b>Totals</b>	<b>12</b>	<b>\$5,250.00</b>	<b>\$4,462.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.